



..HARTONA..

THE GRANDEST OF ALL

Preparations for the Hair!

The Original and Only Hartona.

Matchless and Positively Unequaled for Straightening all Kinky, Knotty, Stubborn, Harsh, Curly Hair.

Hartona will make the hair grow long and soft, straight and beautiful. Makes the hair grow on bald and thin places. Restores GRAY HAIR to its original color. Hartona cures Dandruff, Baldness, falling out of the hair, itching, and all scalp diseases. Hartona does not have to be used all the time, as it straightens the hair and gives it fresh life and lustre, and the hair stays and grows naturally beautiful and straight after the use of Hartona. No hot irons necessary. No pasting the hair down with grease. Hartona is positively harmless—one box can be used by every one in the family. Benefits and improves children's hair just the same as adults. To meet the popular and ever-increasing demand for Hartona Hair-Grower and Straightener, we have placed it on sale in 25c. and 50c. sizes, in our special round, patent box. See that the word Hartona is on every box.

Money positively refunded if you are not absolutely delighted with the Hartona remedies. Remember, we handle no fake goods, and you are positively protected by our \$100.00 guarantee to any one proving otherwise. All our remedies are trade-marked, registered and copyrighted at United States Patent Office at Washington, D. C., in the years 1892 and 1900. We refer you, as to our responsibility, to the City Bank of Richmond, Va., Adams and Southern Express Companies, and to the editor of this paper.

We want lady and gentlemen agents, white or colored, in every city and town in the United States. Write to us to-day, no matter if you are employed or not, and we will show you how to make a splendid living, with easy and pleasant work, and no risk of losing your good money. Write to us and we will send you a book of over one hundred genuine testimonials in your own State of people who have used and are using Hartona remedies. Is this not fair and honest enough?

HARTONA FACE WASH.

Hartona Face Wash will gradually turn the skin of a black person five or six shades lighter, and will turn the skin of a mulatto person perfectly white. The skin remains soft and bright without continual use of the face wash. One bottle does the work.

Hartona Face Wash will remove wrinkles, dark spots, pimples, blackheads, freckles, and all blemishes of the skin. You can regulate the shade of skin on neck, face and hands to any shade you wish. Full directions with each bottle.

Hartona Face Wash is perfectly harmless, and is sent to any part of the United States on receipt of price, 50c. per bottle; securely sealed from observation. It is your duty to look as beautiful as possible. Thousands of delighted patrons send us testimonials every year.

Please remember that your money is positively refunded if you are not perfectly satisfied and delighted with the Hartona remedies.

We want agents in every city in the United States. Write to us, no matter if you are employed or not, and we will show you how to make money without risking any of your own money.

HARTONA NO-SMELL.

Hartona No-Smell will remove all smells and bad odors of the body; cures sore and aching feet, chafed limbs, etc.

Hartona No-Smell is a God-send to all persons suffering from disagreeable odors caused by perspiration of the feet, arm-pits, etc. Sent anywhere on receipt of price, 10 cents and 25 cents a package. Address all orders to

HARTONA REMEDY CO., 909 E. Main St., Richmond, Va.

SPECIAL GRAND OFFER.

Send us One Dollar, and mention this paper, and we will send you three large boxes of Hartona Hair-Grower and Straightener, two large bottles of Hartona Face Wash, and one large box of Hartona No-Smell. Goods will be sent securely sealed from observation.

Write your name and post-office and express-office address very plainly. Money can be sent by post-office money order, or enclosed in a registered letter, or by express. Address all Orders to

HARTONA REMEDY CO., 909 E. Main St., Richmond, Va.

THE FREDERICK DOUGLASS WATCH.

A Magnificent Time Piece Which Can be Secured by One Hour's Work.

Every well regulated citizen ought to have a watch. It matters not whether he be white or black, Jew or Gentile, Catholic or Protestant, the man to whom time is an object needs a "ticker" to guide his movements. So then, in the first place, everybody get a watch. In the second place, get a good watch. In the third place, get it at a rock bottom price.

How?

That is an easy proposition. You don't need any money. You have two friends—intelligent, public spirited friends—who appreciate a first-class newspaper, and who also feel a personal interest in your happiness.

Go directly to them and explain that if each will give you a year's subscription to The Colored American—\$2.00 each, and they get more than value received—you will secure a fine watch free. No one can lose—every party to the transaction made happy. The arrangement can be made in a couple of hours—pick out your people. Or send one yearly subscription at \$2.00 and

add \$1.00 to it—\$3.00 in all—and you get the watch. Again, if you are in a big hurry, and want to deal directly for cash, we will as a special inducement, let you have the same watch for \$2.25. Now, try some of these propositions. All are simple, and easy of accomplishment.

The Douglass Watch.

Let us examine the watch. You are entitled to know all about anything you are expected to part with cash or energy to obtain. They are stem-winders and stem-setters, having all the modern appliances known to the watchmaker's art. The cases are nickel silver. They are made on the celebrated thin model plan. Remember this is not a small clock commonly called a watch, but a highly jeweled, nickel movement, made by one of the celebrated watch manufacturers in America, on our order. These watches are guaranteed by the manufacturers, and if not found as exactly as represented this guarantee is assumed by us. They keep exact time. Watches like these a generation ago would have cost \$20 if they could have been produced, but the fact is, it contains

has been properly adjusted and will be sent in running order. Its character: They have a jewel balance wheel. The cases are nickel silver. Are stem winding and stem setting. They have a duplex movement.

In addition to these sterling qualities the watch has a capital attraction for the race loving Afro-American. Each watch bears upon its face a bust medallion of Hon. Frederick Douglass, the matchless philosopher, orator and statesman. This is a novelty that all are sure to appreciate. It is further, a splendid recognition of the value of the Negro's importance in the commercial world—an obeisance to the purchasing power of his dollars—an invitation for our trade, with a generous offer attached. This shrewd manufacturer would never have conceived the idea of making a Frederick Douglass watch had he not had faith in the race pride of the Negro and his capacity to know a good bargain when it is shown to him and fully described.

Now friends go to work and get up these little clubs. Let everybody wear a Frederick Douglass watch and be on time at concerts, literaries and church. Let the leaders start the fashion in their respective communities.

plenty will follow. Read this all over again. Turn to the advertisement and read that. Then follow instructions and send amounts to the Colored American, 459 C street Northwest, Washington, D. C., and a watch will soon be in your hands postpaid.

A Negro Department Store.

The H. M. Turner Co-operative Company of colored men of Chicago, is about to buy a site on which to erect a building to be used as a department store. One year ago now this company was organized by seventeen colored men, with a capital stock of less than \$1,000. A few months later the company opened a grocery store and meat market. The venture has been sustained in the main by the colored residents of the locality, but there is also a large percentage of its customers numbered among the white families. It is the first co-operative business started by local colored men.—Indianapolis Freeman.